



# Intel® Pentium® D Processor

Trademark and Logo Usage Guidelines



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# Introduction

## Overview

The Intel® Pentium® D processor offers exceptional performance and responsiveness so that users can get the most productivity and enjoyment from their applications. Powered by multiple cores in one processor package, Intel Pentium D processor is Intel's preferred desktop processor for running demanding applications simultaneously and for managing digital media. The visual identity of the Intel Pentium D processor is enhanced by the equity the Pentium trademark has built in the badge mark and confidently asserts its leadership among Pentium brands in Intel's product brand hierarchy.

## Branding

The key to success of the Intel Pentium D brand is proper and consistent use of its brand identity. This identity, used in text and represented by visual design elements, is the extension of the Pentium brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership position worldwide.

## Target Audience

This product is intended for experienced PC users who run demanding "foreground" applications like multimedia creation and editing while also running "background" tasks such as instant messaging, data backup and encryption, and virus scanning.

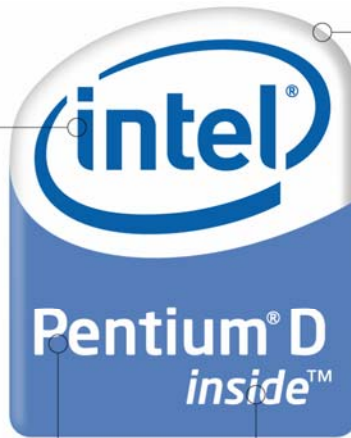
# Strategic Design

## Intel® Corporate Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo “swirl” and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

## Intel® Pentium® D Name

The processor name reverses to white out of the specific blue of the Pentium® D processor. The Pentium D processor Blue, Pantone® 279, provides an effective contrast and strong prominence for the white text.



## Badge Shape

A distinctive shape has been developed for Intel platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand among its competitors.

## "inside" Attribution

"inside" has been added to the lower right corner of the badge to complete the read-through from "Intel" to "Pentium D" to "inside." It appears reversed to white from the Pentium D processor Blue to facilitate a smooth read-through.

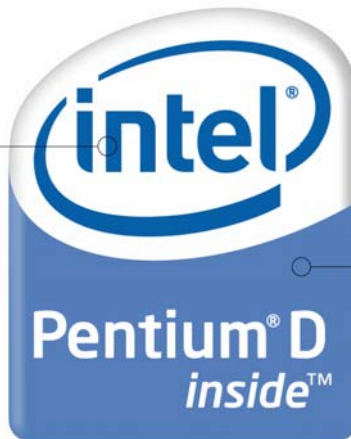
# Color Palette

The Intel® logo is the masterbrand, supported by the Intel® Pentium® D processor. Pantone® 279 is a color specific to the Pentium D processor – distinguishing it from the other brands in Intel’s processor hierarchy.

Use these colors as indicated to consistently and powerfully express the brand’s identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

Intel Blue = special match  
CMYK = 100, 40, 0, 0  
RGB = 8, 96, 168



The following color is utilized to effectively differentiate the Intel Pentium D brand from other processor brands.

Pantone 279  
CMYK = 78, 30, 0, 0  
RGB = 86, 126, 185

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- Pantone is Pantone Inc.’s check-standard trademark for color standards and color-related products and services.

# Sizing

To maintain the legibility of the Intel® Pentium® D brand identity, minimum size requirements have been set for logo reproduction in various applications.



.5" (1.27 cm)  
wide for print

## Print Minimum Size

For most print applications, the minimum size is .5" (1.27 cm) wide.



62 pixels  
wide for online

## Online Minimum Size

A 62-pixel wide version is available for use in online applications.

# Backgrounds

Whenever possible, place the Intel® Pentium® D logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

# Clear Space

To reinforce communication goals and maintain the strength of the Intel Pentium D logo identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Pentium D logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Pentium D logo should be even and free from typography, illustration, or other graphic elements whenever possible.

# Incorrect Usage

The following are examples of incorrect expressions of the Intel® Pentium® D logo. Do not use these or other treatments that weaken the consistency of the brand identity.

**Do not** redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.





# Reproduction Specifications

Intel® Pentium® D processor print files have been created in vector format using Adobe® Illustrator\* 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

\* Other names and brands may be claimed as the property of others.

## Artwork Formats

### **Print: Process Color**

Format: EPS

Colors: C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

### **Print: Grayscale**

Format: EPS

Colors: K

Available sizes: 7.5", 1.25", .75", .5" widths

### **Print: Spot Color**

Format: EPS

Colors: Intel Blue, PMS 279, K

Available sizes: 7.5", 1.25", .75", .5" widths

### **Print: Process with Spot Color**

Format: EPS

Colors: Intel Blue, C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

### **Web: RGB**

Format: GIF

Colors: R, G, B

Available sizes: 120, 90 pixels heights;  
62 pixels width; 60 pixels height for web  
banner ad only

### **Rich Media: RGB**

Format: EPS

Colors: R, G, B

Available size: 1" height

### **Presentation: RGB**

Format: PNG

Colors: R, G, B

Available sizes: 150, 62 pixels widths

# Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

**Intel, the Intel logo, Pentium, and Pentium Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.**

## **Proper trademark usage rules include:**

- As with all other trademarks, the Intel® Pentium® D trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Pentium D trademark (e.g., Intel® Pentium® D processor). The approved nouns for the Intel Pentium D trademark are brand, logo, mark, name, processor(s), and trademark.
- The appropriate use of trademark symbols with this trademark is as follows: Intel® Pentium® D trademark. Do not use any trademark symbol after the "D."
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.
- Include Intel® before the Pentium® D trademark (e.g., Intel® Pentium® D processor).
- Never hyphenate or abbreviate the Intel® Pentium® D trademark.
- Never incorporate the Intel® Pentium® D trademark or any part of the trademark into a third party's company name, product brand name, or model number.
- For products with an assigned processor number, the processor number replaces speed (GHz) in the brand text mention and must follow the processor brand name (e.g., Intel® Pentium® D processor 8xx).
- The processor number must have the same text treatment as the rest of the brand name.

# Trademark Usage

## Examples of Intel® Pentium® D Processor Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Pentium® D processor	Pentium® D™ processor
Intel® Pentium® D processor	Pentium®-D processor
Intel® Pentium® D processor 8xx	Intel® Pentium® D 8xx
ABC system with an Intel® Pentium® D processor	ABC Pentium®-D processor

# Thank You

Proper and consistent use of the Intel® Pentium® D logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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